

TITLE: Do Not Wait: The U.S. Market Is Ready Now



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About the Author:

Russ Ziegler is the Founder of Connect Sales, Coaching and Consulting. He helps international manufacturers enter and succeed in the U.S. dealer market through education, operational alignment, and measurable accountability. With more than fifteen years in the dealer distribution industry, Russ has trained hundreds of professionals and supported manufacturers in building stronger networks and healthier dealers.

When international OEMs look at the U.S. today, it is easy to focus on the noise. Yes, there is turmoil. Yes, headlines suggest uncertainty. But step back and take the long view: the United States has the **largest economy in the world**, and at its core is one of the most resilient, stable dealer distribution systems anywhere.

Local, independent dealers form the backbone of this system. They are deeply embedded in their communities. They sell and service products to their friends, their neighbors, and their local businesses. And right now, many of these dealers are looking for strong, long-term OEM partners who can bring them products they can stand behind.

What you read in the press day after day is not the norm of American business. The norm is honest, hardworking companies that will put their brand — and yours — on the line every single day to serve customers.

The Timeline Is Long

Building a legitimate, successful OEM presence in the U.S. is not a quick exercise. It takes time. Recruiting the right dealers, onboarding them, training them, and supporting them through their first cycles of growth does not happen overnight.



America Ready

That is why the best time to start was six months ago. The second-best time is right now. Every month of delay is not just lost time — it is lost momentum, lost market share, and lost opportunities to establish your brand as a serious player in the U.S.

Stability in the End

Yes, there will be ups and downs. The U.S. market cycles like any other. But through the cycles, the system is stable. Dealers survive downturns, adapt, and come out the other side stronger. The OEMs who move forward now will be the ones best positioned to capture growth when the market rebounds.

Do not wait for perfect conditions. They will never come. The time to build is now — because the process is long, and the dealers are ready.

If your product is ready, America is ready.

Accelerate your entry into the U.S. market with clarity, alignment, and measurable performance. Explore additional America Ready insights, dealer development tools, and U.S. market strategies at www.Connect-CSCC.com.

